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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

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No. 71

✓ 1944 CROP PROSPECTS ARE GOOD Confirming what War Food Administrator Jones said last week praising farmers for the wonderful production job they are doing, the August Crop Report issued August 10 shows that aggregate crop production in the United States this year is likely to exceed last year's high production by 2 or 3 percent and to exceed production in any previous year except 1942. The estimates for corn, hay, potatoes, and some other crops are down a little from July estimates owing to drought conditions in the east-central area, but figures for tobacco, peanuts, oats, apples, peaches, and various other crops are well over the 1943 and 1933-42 average. The 1944 estimate for wheat, 1,132,105,000 bushels, compares with 836,298,000 bushels in 1943. Even hops have jumped up about 6 million pounds above the 1943 actual production. There are many newsworthy angles in this report which you may want to follow up. Copies are available upon request from BAE in Washington.

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A WEED GOES TO WAR is the caption of a 2-column, 5-inch newsmat that is being sent out early this week by OWI to 1,300 weekly newspapers in the 29 states where milkweed picking campaign is or soon will be under way. Another newsmat on the milkweed program is scheduled to be sent out August 21 through channels arranged by State milkweed project leaders. To show what some areas are doing to help provide life-saving life jackets, Prince Georges County, Md., children have set as their goal the collection of 9,000 bags of pods which, at the rate of 2 bags to one life jacket, would be sufficient to equip each man and woman in service from the county. The Pittsburgh Sun-Telegraph is sponsoring the milkweed campaign by encouraging prospective pickers to take this pledge: "By this pledge, which enrolls me as a member of the Sun-Telegraph Junior Victory Army, I promise to see that all of the precious wild milkweed in my neighborhood is not destroyed and that it is harvested at the proper time. I do this as my help in keeping the production of life jackets for our fighting men at top peak."

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USDA AND OTHER RELEASES OF SPECIAL INTEREST Testimony of Secretary Wickard on H. R. 5125 before House Committee on Expenditures--USDA-2908; Food processing plants win "A" awards---USDA-2911; WFA changes beef set-aside specifications--USDA-2924; Increase of five cents a bushel over present ceiling prices for flaxseed in some areas announced---OPA-4645; Issuance of Victory garden gas ration to be discontinued after August 15--OPA-4620; OPA not permitted use of AAA grades--OPA-4644; Point values for utility beef and lamb reduced to zero--OPA-4655; Lumber stock in retail and wholesale distribution yards declined 18.8 percent from December 31, 1943, to March 31, 1944--WFB-6260; RFC will stress family-sized farms--OWI-RP-40.

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CANADA'S WAR FOOD PROBLEMS will be discussed for CONSUMER TIME listeners at 12:15 p.m. EDT, August 19, by Brooke Claxton, Parliamentary Assistant to Canada's Prime Minister. Some highlights about Canada's food rationing

and price control problems will also be presented in another part of the show.

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FATS AND OILS OUTLOOK . . . According to the Fats and Oils Situation report released August 6 by BAE, the output of fats and oils from domestic materials in the present crop year probably will total about 11.4 billion pounds. This is about 650 million pounds, or 6 percent, more than the output in 1942-43 and 4.1 billion pounds, or 55 percent, more than the 1935-39 average. Output in the 1944-45 crop year, however, may decline to approximately 10 billion pounds, largely as a result of a reduction of 25 to 30 percent in the 1944 pig crop and an indicated decline of nearly 50 percent in flaxseed acreage and production. This is a 22-page report which, in addition to a summary and outlook, presents recent developments, recent Government actions, and the situation regarding lard, shortening, and "Other Edible Products," for 1943 and 1944. Copies can be obtained upon request to BAE in Washington.

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A SUMMARY OF OWI REGIONAL RADIO ANNOUNCEMENTS for the week of July 17 shows that agricultural subjects are getting fairly good representation. An announcement on Food Processing Plants and Canned Food Need Workers was used in Illinois, Indiana, Wisconsin, and Iowa; the U.S. Crop Corps was mentioned in California, Oregon, Arizona, and Washington; Timber Production in Arkansas, North Carolina, South Carolina, East Texas, East Oklahoma, and Louisiana; Eat More Snap Beans in Pennsylvania, New Jersey, Washington, D. C., Wilmington, Delaware, and New York; Forest Fire Prevention in Colorado, Wyoming, and Rapid City, S. D.; and announcements on Soil Conservation were used in Montana, Wyoming and South Dakota.

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SECRETARY WICKARD gave testimony, August 9, before the House Committee on Expenditures on H. R. 5125 concerning the disposition of government-owned land, plant facilities, equipment, machinery, and materials which properly can be used for agricultural purposes. His remarks are contained in USDA release No. 2908.

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RADIO SUPPORTS FOOD PRODUCTION During the second week in August, food subjects took up at least 30 percent of all the radio messages scheduled by OWI through the national spot announcement and network allocations programs. A total of 154,050,000 "listener impressions" were registered for Crop Corps, Nutrition, Home Canning, Community Canning, and general food topics. Crop Corps alone accounted for over 23 percent or 122,590,000 "listener impressions".

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"AUSSIES GROW POTATOES FOR YANKS IN THE PACIFIC" is the subject of a talk to be heard by transcription from Australia by Mr. A. C. Foster, Potato Controller for Australia over the Farm and Home Hour on August 19. Ruth Van Denan will give a report on timely homemaking news.

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"COMPOST FOR THE HOME GARDEN!" If you want to know how to make compost for your Victory garden listen to the Blue Network's Victory gardens program next Friday, August 18. Moore and Dufars will officiate.

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M. L. WILSON, Director of Extension, and Chief of the Nutrition Programs Branch of WFA will be heard over Servel's Fashions in Rations (CBS) show Saturday, August 19. His subject will be "Women Needed for Harvest Push."

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A few weeks ago we mentioned plans for getting out a movie "THE MAN WHO CAME TO BREAKFAST", for use by nutrition committees during the September nutrition campaign. This movie is now nearing completion.

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MARKETING PLENTIFUL FOODS is to be the subject of 2-1/2 minute Hollywood-produced movie bulletin for showing in commercial theaters. Present plans are to release this movie short for showing about the middle of October.

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